

ABSTRACT OF THE DISCLOSURE

A light emitting fishing lure has a hollow body encompassing a multiple emission color light source and/or an ultraviolet LED light source. A light pipe is provided to transmit emission from the internal light source to the exterior of the lure.

5 A regularly changing color emission is found to be attractive to fish during at least part of the color change cycle. Ultraviolet light emission operates to charge a phosphor decorating the lure body after ultraviolet light emission has ceased.